

AUG 24 2016

CITY OF POWAY

Argument Against Measure W

**Demand transparency, honesty, more information.
Vote NO on W**

Don't be fooled. Nothing being promised by developer Sunroad Enterprises is what it appears. There are too many red flags and unanswered questions to approve a development of this scale and impact.

- **Not a "boutique" hotel**, defined by industry as 100 rooms or less. The plan is a RESORT DESTINATION HOTEL with spa and related facilities on the scale of the 287-room Rancho Bernardo Inn.
- **Inflated tax revenue?** How is the alleged \$1.5 million in hotel tax revenue being calculated without substantiating project scope? Will it require all 240 rooms and what level of occupancy to meet that revenue? If development size is reduced, WILL ACTUAL REVENUE BE LESS?
- **No guarantees.** The developer can make NO GUARANTEES how the City will spend the tax revenue; these are empty promises.
- **Nothing is final.** Specifications on height limit, square footage, etc. are not final and CAN BE CHANGED AND APPROVED by the City with little say from residents.
- **Where is the water coming from?** Purchased city water? On-site wells? Is water usage by a large resort sustainable?
- **All City Council members declined to take a position on the development.**

What the Poway community is saying about Proposition W:

"We urge Poway voters to pay attention and be as knowledgeable as possible before casting their ballots." –Steve Dreyer, Editor, Poway News Chieftain

"I strongly recommend that you vote NO, until such time that a more comprehensive plan is presented to the voters." –Concerned citizen

"The City has recently demonstrated a pattern of decision-making on projects without adequate community input. I have real concerns about how big decisions on a large hotel will be made." –Concerned citizen

**ALL POWAY VOTERS deserve transparency and accurate information
and should demand it by voting NO on Prop W.**

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